SEA:lab
Social Entrepreneurship Lab
Scaling Impact Internationally

Seminar
Social Entrepreneurship (6 ECTS)
Winter Semester 2018/19
About SEA:lab:
Ever since Bill Drayton coined the term “Social Entrepreneurship” in the 1970s, ventures focused on solving societal challenges have both grown in number and become increasingly successful. From Muhammad Yunus’ Grameen Danone, to Munich-based Polarstern Energie, and Recup, social enterprises seek to create economic and societal value. Social entrepreneurship leads to the establishment of such social enterprises by identifying a social problem, recognizing an opportunity for a corresponding solution, and creating an enterprise for implementing the solution and effecting transformative change.¹

SEA:lab provides interested master-level students an opportunity to learn about social entrepreneurship through active engagement with existing social enterprises seeking to scale their operations and impact internationally. With societal challenges engendering a transdisciplinary problem, students across disciplines are invited to participate in the seminar, where teams will be instructed in the principles of social entrepreneurship. Students will participate in five blocked sessions and actively collaborate with one of five successful existing social enterprises towards solving a critical challenge in scaling their social impact internationally. The seminar is a joint initiative by the Social Entrepreneurship Akademie (SEA), the Technical University Munich (TUM), Ludwig-Maximilians-Universität (LMU) Munich, and the Munich University of Applied Sciences (“Hochschule München”, HM).

What you will learn:
- What social entrepreneurship and social enterprises are;
- What impact means across businesses and sectors;
- How to identify, understand, and solve a critical challenge faced by a real social enterprise seeking to maximize impact;
- How to consult for clients from the social impact sector;
- How to work in a diverse team;
…all while earning 6 ECTS points.

How you apply to participate for SEA:lab

The seminar can accommodate up to 25 students. In order to apply for the seminar, please follow the relevant procedure:

1) **TUM Students:** For students of the School of Management, please apply through the TUM School of Management’s central online tool. Please make sure to provide a cover letter and up-to-date CV there. For all other students, please send a cover letter, up-to-date CV, and grade transcript to o.alexy@tum.de before September 10.

2) **LMU Students:** Fill out application form here (or copy the following URL: http://bit.ly/18Maiim) by October 1, 2018. You will be notified of the outcome by October 5, 2018, at which point you will need to confirm your participation.

How you will work:

You will…

- …learn about theories, frameworks, methods, and techniques relevant to social entrepreneurship and your project in each of the five scheduled course sessions;
- …work in small teams (maximally five students per team) on a challenge faced by a social venture;
- …conduct the project autonomously (i.e., YOU are the driver of the project and responsible for a successful outcome) and assist the partnered social venture as a consultant with a final presentation at the end of the semester and a written report detailing the recommended actions;
- …work in an English course environment (i.e., lectures and course materials are in English, and you will develop the presentation and report in English).

Formal course requirements:

- Mandatory participation in all five course meetings;
- Mandatory status updates with your coaches (assigned in the 1st course meeting) around the 2nd, 3rd, and 4th course meeting;
- Final examination consists of two components, each carrying 50% of the final course grade: (1) a 15-minute presentation during the 5th course meeting and (2) a final report of ca. 22,200 characters due exactly four weeks after the 5th course meeting. (Additional details will be provided during the course.)
**Course Instructors and Staff:**

Prof. Oliver Alexy  
Professor for Strategic Entrepreneurship, TU Munich

Prof. Wolfgang Gehra  
Professor and Co-Head, Management Social Innovation, University of Applied Sciences

Prof. Jelena Spanjol  
Professor and Head, Institute for Innovation Management (IIM), LMU Munich

Prof. Peter Dürr  
Professor and Co-Head, Management Social Innovation, University of Applied Sciences

Anne Dörner  
Head of Social Start-up Coaching and Consulting, Corporate Social Responsibility (CSR), Social Entrepreneurship Akademie (SEA)

Dr. Sebastian Planck  
Head of Qualification, Social Entrepreneurship Akademie (SEA)

**Social Enterprises:**

forStory

Green City AG

Green City Experience

Participaid

Volunteer Vision

getINNOtized, Ulrich Busch
Mandatory Course Meetings:

Monday, 29.10.2018  09:00 - 17:30h  (1st Course Meeting)
Monday, 19.11.2018  14:00 - 17:30h  (2nd Course Meeting)
Monday, 03.12.2018  14:00 - 17:30h  (3rd Course Meeting)
Monday, 17.12.2018  14:00 - 17:30h  (4th Course Meeting)
Monday, 14.01.2019  14:00 - 17:30h  (5th Course Meeting & Final Presentations)

1. Client forStory:

Scaling the IMPACTFILM Festival within Europe.
How to prepare a national project to scale internationally.

Context: We are the Impactfilm agency forStory - we help organizations to make their impact visible. Unfortunately, lots of social and ecological organizations don't have enough budget for a professional film production. Therefore, we invented the IMPACTFILM Festival.

www.forstory.de, www.IMPACTFILM.org

2. Client Green City AG:

Green City NewCo
How to win small investors for a new 'Smart Energy Company' to fight climate change?

Context: Green City AG is a daughter company of the Munich-based NGO Green City e.V., which was established in 2005. The main objective of the Green City-Group is the acceleration of the transition process in the energy and mobility sector to improve life quality in urban areas and fight climate change. As an integrated player we plan, buy, finance and operate renewable energy assets in the core of
Europe for our partners, investors and power customers. As a green issuing house, we are bringing innovative capital investments to the market, financing the energy and mobility transition.

http://www.greencity.de/

3. Client Green City Experience GmbH

Green City Experience (GCX)
More impact through cooperation and collaboration with international partners

Context: GCX is currently active for sustainable development at the regional level. However, a genuine shift in energy and transport needs to be globally conceived and driven if it is to work properly. Therefore, GCX wants to act more in an international context and adapt the Green City approaches together with local partners, exchange experiences and develop new strategies for action.

http://www.greencity.de/experience

4. Client ParticiPaid:

ParticiPaid
Scaling CSR-Programs to foster financial stability and growth

Context: We are a small team of social entrepreneurs located in Munich, but also in Berlin, Bonn, Brussels, Copenhagen and Lahore. We founded the matching platform www.participaid.com focusing on small social start-ups, NGOs and private initiatives as we are convinced that they are as important as the huge charitable organizations.

www.participaid.com

5. Client Volunteer Vision:

Scaling “YouthLinks” by blueprint, keeping the “SOS” partnership as a use case

Context: WV is a social impact company which develops and provides 1:1 digital mentoring programs as a form of digital corporate volunteering, bringing together
corporate employees with young people around the world to maximize collaborative learning, employee engagement and social impact.

www.volunteer-vision.com

6. Client getINNOtized:

How to enter a French-speaking market to fight brain drain in Africa?

Context: getINNOtized is a social impact business based in Munich & Accra with the mission to fight brain drain in Africa by creating attractive working opportunities for high potentials in their home countries. Within the last 3 years we have successfully built relationships with leading corporations in Europe and supported them on their digital transformation projects. We consider the business model as proven as we were able to grow to 37 employees in Ghana entirely self-funded.

Contact:

Ulrich Busch
ulrich@getinnotized.com